

**Advocacy AdHoc Committee Meeting
ECU Board of Trustees
April 22, 2021**

Chair Scott Shook read the conflict of interest statement. No conflicts were identified. Mr. Shook asked Megan Ayers, Assistant Secretary to the Board of Trustees, to call the roll. All members were present.

Scott Shook – present
Angela Moss – present
Leigh Fanning – present
Max Joyner Jr. – present
Vince Smith – present

The minutes from the February 11, 2021 meeting were reviewed and motioned for approval. The motion was seconded.

Shook – yes
Moss – yes
Fanning – yes
Joyner – no
Smith – yes

Michelle Brooks provided an update on the NC General Assembly to the committee. Angela Moss provided an update to the committee on the UNC Board of Governors. Max Joyner shared an update with the committee on ECU Board of Visitors. Scott Shook shared an update on the ECU Pirate Club. Angela Moss brought an update to the committee on the Medical and Health Sciences Foundation. Vince Smith shared an update with the committee on the ECU Alumni Association. Vince Smith shared an update with the committee on the ECU Foundation.

Hearing no further business to come before the board, Mr. Shook called for an adjournment.

**Minutes
Athletics & Advancement Committee
April 22, 2021**

The Athletics and Advancement Committee met on April 22, 2021.

The meeting was opened with the reading of the Conflict of Interest Statement.

A motion was made to approve the minutes from the February 2021 meeting. After a second and no discussion the minutes were approved.

Board of Visitors

Dr. Linda Hofler presented names for reappointment to the Class of 2025 and appointment to the Class of 2025.

A motion was made that the Board of Visitors nominees for reappointment and new member appointments be approved as presented in board materials. And, the following officers for 2021-22 be approved:

Chair, Wanda Montano
Vice Chair, Alisa Chapman
Secretary, Preston Mitchell.

Athletics

Mr. Jon Gilbert reviewed the metrics for Athletics. The Annual Fund is currently in the red but reminded the board that this is tied to season ticket sales. The season ticket deadline is May 3rd and he anticipates closing well. To date there are 7,500 season tickets sold and anticipates 14,000 or above in sales this year.

Fundraising (excluding Annual Fund) is in the green primarily due to the We Believe campaign.

Athletic revenue compared to budget remains in the red and will for the remainder of the year due to capacity regulations. Athletic staff have been diligent this year with efficiencies.

He reported that the recruiting dead period opens June 1 and official visits will resume.

Mr. Gilbert discussed the impact on recruiting with the transfer portal. He said coaches will still recruit to build a program, develop players, and not field a team. Currently the number of men in the basketball portal is 1,389, football has 1,400, and women's basketball 900.

Mr. Gilbert shared that the name, image, and likeness legislation is anticipated to pass in August. There will be copyright restrictions in place to protect the university. He also shared that the Supreme Court heard the NCAA v. Alston case regarding amateurism on March 31.

This Saturday will be the last of the 15 football spring practices. It will be an open practice.

ECU did submit a bid to host baseball regionals and/or super regionals. Notification should come on May 10th.

ECU will be hosting the NCAA Women's soccer tournament on April 28. This tournament will bring 9 teams to Greenville which should have a positive economic impact on the city.

Advancement

Mr. Chris Dyba reported that east campus fundraising is in the green at over \$26M and that the goal for this year, \$20M, has already been met.

He reported a trend in less donors giving more money. To work on keeping donors more engaged Advancement is transitioning from student callers to more relationship building and have hired two more gift officers. Social media will be a tool to “track” donors as to allow for engagement not only based on their degree but also their behavior/interests.

He reported the success of Pirate Nation Gives stating that over \$6M was raised with double the number of donors as last year and triple the number of new donors. He attributes a lot of the success to Chancellor Rogers’ first week falling in line with Pirate Nation Gives.

West campus is halfway to their goal. They will stay focused to hit their goal.

Fundraising numbers have been good this year and much of that is attributed to Planned Giving which supports the concept of relationship building. He shared an example of a gift that spanned 35 years and was anticipated at \$1M which resulted in \$5M. Mr. Dyba hopes to bring forth another large naming opportunity at our July meeting.

Dr. Rogers has been engaging with our constituents virtually with two completed town halls and one more next week. Mr. Dyba said he is eager to get our Chief Relationship Officer (Dr. Rogers) face to face with our loyal donors.

Naming

Mr. Vern Davenport thanked the Naming Standards Writing Group for their work. He gave a brief Heritage Hall update reminding the board that there is a virtual version of Heritage Hall and a potential future physical space, the Dail House. Upgrades are needed and coordination with the city must take place. At this time the Ad hoc naming committee will be put on hold while a more substantive and comprehensive strategy is developed.

Chancellor Rogers stated that he wants us to evolve into a stronger, healthier, future-focused university and to become a more equity-minded campus. He stated this will be hard work and will require a campus-wide/community-wide dialogue. In the coming weeks, Chancellor Rogers will formulate a plan to launch a Chancellor’s Commission on Diversity, Equity and Inclusion to have an adaptive and comprehensive conversation about these issues. He mentioned three action items necessary to move forward:

1. Complete a historical analysis
2. Assess our current reality
3. Set vision for future based on findings of 1 and 2

With no further business the meeting concluded.

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Respectfully submitted,

Maha Z. Banning
University Advancement

Report of the Audit, Risk Management, Compliance, and Ethics Committee for April 22, 2021

Operational Metrics Review

The committee reviewed the operational metrics related to Internal Audit, Healthcare Compliance, Research Compliance, and Athletics Compliance. For the year to date, Internal Audit is ahead of schedule on audit plan completion and exceeding the metric for the auditor productivity rate. As of April 1, 2021, management had completed or made satisfactory progress on 100% of the audit recommendations that Internal Audit followed up on during July and August.

Athletics Compliance and Healthcare Compliance are exceeding their metrics for the number of compliance education sessions. The NCAA and federal healthcare regulations have been very fluid due to the pandemic and this has resulted in a greater need for monitoring and education by those respective compliance offices. Healthcare compliance is also exceeding the metric for the number of provider documentation reviews that have been completed. For the year to date, healthcare providers have a 91.8% pass rate, exceeding the 90% benchmark.

Action Items

The committee had no action items at this meeting.

Informational Items

Enterprise Risk Management – Ms. Stephanie Coleman

Ms. Coleman presented the University's top enterprise risks matrix, which included the responsible senior management official for each risk. The matrix included communications and steps that have been taken on each risk. Ms. Coleman also shared the results of a recent ERM Committee exercise to review the University's response to the COVID-19 pandemic and the emerging risks that the pandemic brought to light.

Athletics Compliance – Ms. Alex Keddie

Ms. Keddie provided a briefing on Athletics Compliance requirements. She addressed the concept of institutional control and the responsibilities of the Chancellor, Athletic Director, and Head Coaches. She also shared the annual attestation process that all ECU Athletics personnel are required to adhere to. She also shared information on the NCAA's model of self-reporting possible violations.

Office of Internal Audit – Mr. Wayne Poole

Mr. Poole shared the results of the recent external assessment of ECU's Office of Internal Audit. This independent assessment is required by IIA Standards and by North Carolina statute. The external assessment team concluded that ECU does conform with the professional standards and awarded ECU the highest possible rating. The report included several notable best practices that are in place in ECU's Internal Audit shop and included some recommendations for continued growth.

Mr. Poole also briefed the committee on recently completed internal audits.

Other Business

University Counsel Mr. Paul Zigas briefed the committee on a potential contract that will require Board of Trustees approval if it comes to fruition. Mr. Zigas explained the requirements of the state and the UNC System and the Board's role in the process. The proposed contract will be presented to the Audit Committee when it is ready for review and approval.

Mr. Chairman, that concludes my report.

Finance and Facilities Committee Report
ECU Board of Trustees
April 22, 2021

The Finance and Facilities committee met on April 22, 2021 in concert with the regular scheduled ECU Board of Trustees meeting. Members in attendance were: Chair Bob Plybon, Vice-Chair Jason Poole, Van Isley, Max Joyner Jr., and Angela Moss.

Mr. Plybon called the meeting to order and asked for a motion to approve the February 11, 2021 committee meeting minutes. Mr. Poole moved to approve the minutes. Mr. Joyner seconded the minutes. A roll call vote was required.

Plybon – YES
Poole – YES
Isley – YES
Joyner –YES
Moss – YES

The motion passed.

Mr. Plybon called on Stephanie Coleman, Interim Vice Chancellor for Administration and Finance to review operational metrics.

Mr. Plybon called on ECU Police Chief Jon Barnwell and Bill Koch, Association Vice Chancellor of Campus Safety & Auxiliaries for to present the Annual Safety and Security report for calendar year 2020. With the pivot to online classes in 2020, ECU had an empty campus which required the police department to concentrate on protection of assets, maintain building lockdown and checks, and assist various health related university offices. The department also assisted Greenville Police Department in patrolling neighborhoods surrounding campus. Information on the traffic safety taskforce and crime trends from Greenville Police Department and ECU Police Department, and drug and alcohol law violations were also presented. From selected crimes on Clery Geography, reported to CSAs between 2016 and 2020 the average number of cases reported to ECU were: 18 rapes, 6 fondling, less than 1 domestic violence, 10 dating violence and 13 stalking. Mr. Joyner raised concerns about the crime statistics with the student population over the past year. He asked that students be treated fairly and equally with other citizens of Greenville.

The ECU Police Department is also proud to report they have received Dual Accreditation from the Commission on Accreditation for Law Enforcement Agencies (CALEA) and the International Association for Campus Law Enforcement Administrators (IACLEA). The department also converted to the new CALEA manual, 6th edition. This was their 5th reaccreditation.

Bill Koch provided an update on Emergency Management. The EH&S Emergency Manager compiles COVID-19 data from Student Health and Prospective Health to provide daily data

report to UNC System Office and campus leadership. Data is also used to update the campus cases on the ECU Coronavirus dashboard located on the Return of Pirate Nation website. Environmental Health has been integral in other COVID coordination activities including interpretation of executive orders to determine impacts on Return to Pirate Nation guidance, collaboration with Student Health Services to stand up an on-site vaccination clinic and administration of virtual emergency operations program (VEOCI) used to document contact tracing, isolation/quarantine and other incident communication. Additionally, EH&S conducted a test of the ECU Alert emergency notification system in early March in conjunction with the statewide tornado drill during Severe Weather Awareness Week. The test assessed multiple communication systems including the ECU homepage, email, indoor and outdoor loudspeakers, VOIP phone text and voice, SMS text messages, desktop pop-up boxes, and messages on digital signs.

Mr. Plybon called on Bill Bagnell, Associate Vice Chancellor for Campus Operations to present the approval request for the site and exterior elevation for the athletics multi-sport strength center.

Mr. Poole moved the committee approve the site and exterior elevation for the multi-sport strength center as presented in board materials, and refer this item for full board consideration tomorrow. The motion was seconded by Mr. Joyner. A roll call vote followed:

Plybon – YES

Poole – YES

Isley – YES

Joyner – YES

Moss – YES

Mr. Plybon called on Stephanie Coleman to present the request to lease by acquisition 110,000 SF of office and warehouse space located at 220 Industrial Blvd. This lease will allow ECU to relocate the warehouses currently on the millennial campus being developed and historically renovated. The annual lease rate is \$275,000 excluding janitorial and utilities. Rent will increase by 2.5% annually and the lease term is for 10 years without renewal.

Mr. Poole moved the committee approve the lease agreement for approximately 110,000 square feet of office and warehouse space located at 220 Industrial Blvd. from Elliott Sidewalk LLC as presented in board materials and refer this item for full board consideration tomorrow.

Mr. Isley seconded the motion.

A roll call vote was required.

Plybon – YES

Poole – YES

Isley – YES

Joyner – YES

Moss – YES

Stephanie Coleman presented information to the committee on HEERF funding and no action was required. Next, Mrs. Coleman presented information to the committee on the refunding of 2014A bonds, followed by the comprehensive budget report, the report of approved EHRA employee salary adjustments, the annual HR compliance report for FY19-20, the annual HR related persons report for FY19-20, and the annual diversity and inclusion report for FY19-20.

Bill Bagnell presented the Campus Operations deferred maintenance update, designer selections since the February 2021 committee meeting, and he shared a capital projects update.

The capital projects update included a construction update on the Life Sciences and Biotechnology Center, Mendenhall Renovation Phase 1, Isley Innovation Hub construction, main campus steam plant fuel tank farm construction, Clement and White elevator modernization, Bate Building fire alarm system smoke and containment repairs, the multi sports strength training facility, and College Hill Drive steam replace.

Hearing no further business to come before the committee, Mr. Plybon adjourned the meeting.

Health Sciences Committee
April 22, 2021

- Minutes from the February 11, 2021 meeting were approved.
- Dr. Mark Stacy reviewed the Health Sciences Division metrics. ECU Physicians missed financial targets; however, overall volumes and gross charges continue to improve. The UPL payment, decreased by \$3M caused by lower Medicaid volumes in Mar – June '20. Outpatient volumes in clinics and surgical practices are recovering. ECU Physicians for cost control reduced expenses by \$5.9M. ECU Physicians Revenue Cycle functions continue to be very strong with revenue per generated wRVU improving year over year for the past 4 years. Patient experience is only slightly off target and can be attributed to changing processes, patient flow and staffing levels all resulting from COVID. Publications are on track to hit end of year targets however are not always predictable month to month due to the timing of a journal being published.
- Dr. Mark Stacy highlighted the National Match Day results, divisional rankings and progress on fall enrollment. This is the second year that Brody's Match Day was conducted as a drive-by event to continue with social distancing efforts. Demonstrating our commitment to the mission, 58% will be entering primary care residencies and 35% remaining in NC for residency. Dr. Stacy is proud of the advances made in the US News & World Report rankings this year in the Health Sciences Division as the CAHS, CON and BSOM are all represented in the top graduate programs. BSOM's applications were up by approximately 18%. The CAHS as well as the CON are extremely competitive with many more qualified applicants than available slots. The SoDM has 38% of their incoming class identified as under-represented minorities as student diversity is central to their mission of serving rural and underserved communities. Dr. Stacy compared COVID statistics and related activities today with those of April 2020. We are not past the pandemic, but progress has definitely been made.
- Dr. Robin Tutor, Director of the North Carolina Agromedicine Institute, updated the committee on the institute's work to promote the health and safety of farmers, fishermen, foresters, their workers and their families. This is accomplished through research, prevention & intervention, and education & outreach. In addition to their university partners, the Institute relies heavily on its collaborative partnerships with the agricultural community, other universities, businesses, health care organizations, governmental agencies, and non-governmental organizations who are dedicated to identifying and addressing health and safety risks of the agricultural community.
- Ms. Kelsey Booth, Doctor of Nursing Practice student, discussed her experiences as a student at ECU, including her work with agromedicine, her impetus for choosing ECU and her plans for the future.

ECU BOT Health Sciences Committee Action:

Action Items from closed session to be announced in open session:

Request - The Health Sciences Committee approve the following motion:

I move that:

Health Sciences Committee
April 22, 2021

- The board approve recommendations for promotion and permanent tenure for faculty members listed for the 2020-2021 academic year for the Health Sciences Division as presented in the board materials.

The motion passed unanimously.

University Affairs Meeting – Board of Trustees - April 22, 2021

- **Metrics**
 - **Academic Affairs – Grant Hayes**
 - Fall 2021 goals are trending well. April 1 was application deadline – we broke records for submitted and completed applications. We have 21,699 completed applications with still some more to be finished with supporting documents – this is a record by more than 2,000. We have held 15 of the 17 Admitted Students Days (last two are Friday). This has been a major collaborative experience by all divisions. Advising and orientation will be key programs to ensure we stay on target. Transfer applications are trending about 200 ahead of last year. Transfers tend to take action a bit later so our portal for transfers will stay open through June 28. PIER will open for May 14 and that is when incoming first year students can register. For graduate students admits, we are ahead of last year as well.
 - **Research – Mike Van Scott**
 - Research – sponsored programs is up (\$14.7 million) and some research awards are down (\$1 million), but that is not a concerning issue for ECU. He shared a month by month comparison for sponsored programs from 2013 to 2021 and the trends are very high and continue to push toward positive growth.
 - **Student Affairs – Virginia Hardy**
 - Housing – on track for housing contracts – April and May are high volume months for contracts. We actually have a lot of students that live on campus (about 500) are applying to return this fall.
 - Counseling visits for the spring are on target – there are some fluctuations during certain months, but not significant for concern. Many students are sharing that they like the teletherapy option, but others do not. We are diving into this and see what we should continue doing and how we should tweak it going ahead.
- **Action Items**
 - **CONFERRAL OF DEGREES - MOTION – Tucker Robbins made motion for conferral of degrees, seconded by Max Joyner – approved without dissent.**
 - **Faculty Senate Resolution Revisions #19-69 and #19-70**
 - These two resolutions have been reviewed by OUC and the Chancellor - **MOTION – Tucker Robbins made motion for conferral of degrees, seconded by Max Joyner – approved without dissent.**
- **Artificial Intelligence in the Admissions Process**
 - Chancellor Rogers introduced a topic regarding investing in digital technologies and we should utilize this to move our student success mission forward. Chat Bot, AI, and virtual tutors and teaching assistants are the type of topics that ECU needs to be involved in and seeing where we can be involved. We have already started using Chat Bots here at ECU.
 - Stephanie Whaley shared the latest ways ECU Admissions is using AI for our processes.

- AI is a computer program that automatically learns, improves and performs tasks in a way that resembles what we consider human intelligence. This gives us real time communication options 24/7 with those that have questions.
- ECU partnered with Admit Hub for this front-line support. When a question comes in, if the Chat Bot is certain of the answer it responds in two seconds. If not certain, it sends the message to a human and when the human responds the Chat Bot learns from the response and grows more intelligent.
- Stephanie shared some of the communications (two per month) that are sent to admitted students. The early communications discuss fun facts, trivia and traditions. ECU Admissions also uses nudges to align with deadlines like scholarships and FAFSA.
- More than 6,000 students initiated a message to PeeDee on their own and outside of the campaign pushes. These happen 24/7 and the Chat Bot is answering about 97% of the questions initiated by the student.
- Topics for the questions include Housing, FAFSA, Academics, Services, Financial Aid and Admissions. This feature allows us to better utilize human staff time too.